

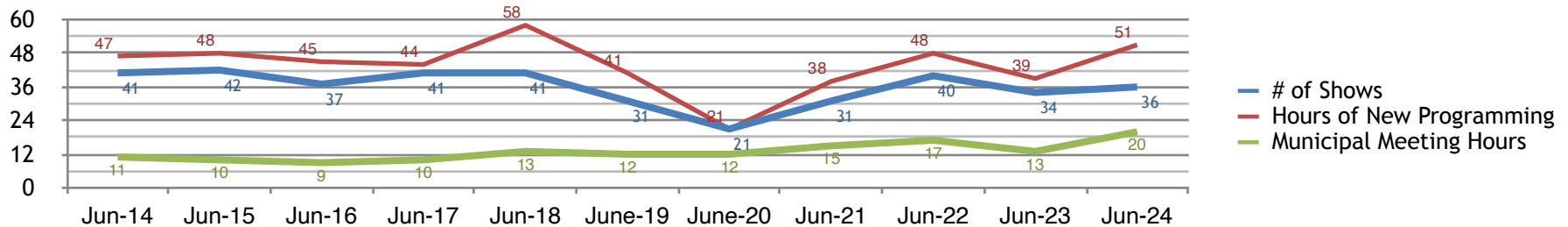
Needham Channel Production Report June 2024

Television Program Production:

Type	Title	# of Episodes	Avg. # Minutes	Category
Series:	Carter Church Service	5	68.39	Access Series - Religion
	Mindful Me	1	23.07	Access Series - Educational
	Needham Channel News	4	30	News
	Needham Channel Sports/Rockets Classics	10	92.8	Sports
	Needham Planning Board	2	218.29	Municipal Meeting
	Needham School Committee	2	127.13	Municipal Meeting
	Needham Select Board	2	152.18	Municipal Meeting
	Rockets Report	0	40.18	Sports
	The Writer's Block	1	66.63	Educational
	Zoning Board of Appeals	1	134.32	Municipal Meeting
Specials:	10 Minutes - Linda Burke and Monica Staley (short)	1	14.77	Education
	Chalk it Up 2024, 6/20/24 (short)	1	12.52	Education
	Needham Climate Action Plan Roadmap, 6/5/24 (6/12/24)	1	58.66	Municipal Meeting
	Needham High School Graduation Ceremony, 6/2/24	1	113.38	Community Event
	Pollard Closing Ceremony, 6/12/24	1	87.97	Community Event
	SPAN: Edibles, Vapes and Spikes Seltzers, 5/14/24	1	63.45	Public Service
	Student Documentary Previews, 2024	1	17.53	Educational
	The State of the Charles River, 6/27/24	1	63.63	Educational

Program Spotlight: Oooooops! - Three programs slipped through our fingers in the month of May, resulting in a miscount of the number and length of the productions we undertook and executed. Apologies to Kristen Connors, Dr. Marga Zarraga and Connor Gillen, who didn't get credit for programs that debuted in the final days of the month. The data has been fixed and we are all set for this months report....for now!

Production Level Comparison to Same Month, Last 10 Years



Needham Channel Production Report
 June 2024

June TV Headlines and Analysis

Climate, Graduations, Meetings, Spring Sports Playoffs Lead Busy June of Programming on The Needham Channel - We had some of our best numbers in the month since before Covid!!

June is the Gateway to the Summer, and we annually get a good crop of programs that are a combination of traditional coverage and one-time shots at grabbing an audience before everyone goes their separate ways for two months. This year, we had a very good run. Sure, the number of productions were almost perfectly average for June, but we had a big bump in both production time and in hours of municipal programming.

Two of the main reasons for this was the excellent seasons experienced by our spring sports teams, and a LOT of big issues coming up in front of our town boards. It was a good time to be a Needhamite, and a good time to tune in to what is going on.

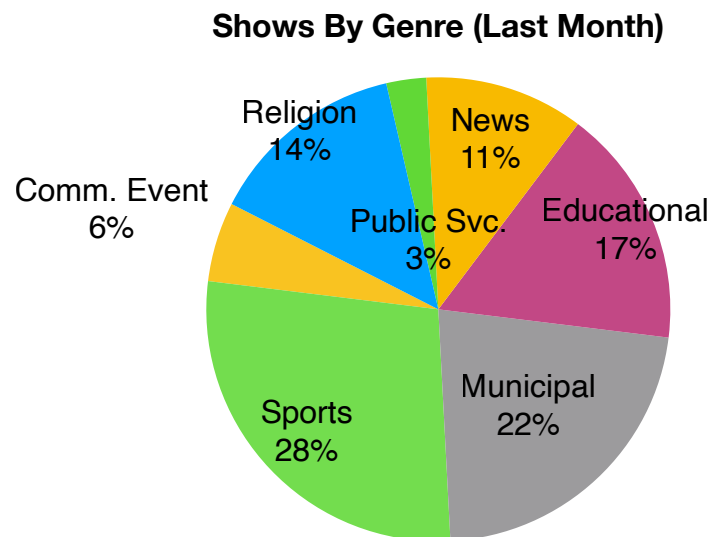
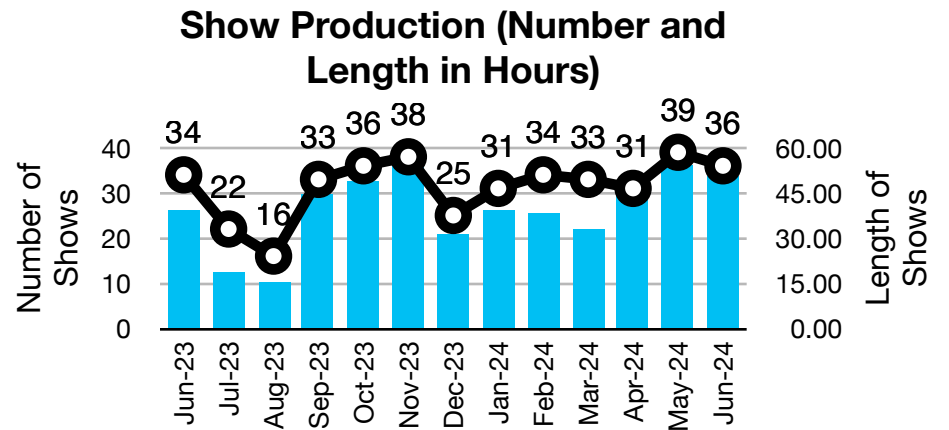
Sports and meetings represented half of what was being done here at the Needham Channel, but we also had a number of wonderful special addressing everything from pollution, to substance use prevention to the special events that mark the end of the school year. These kept our streaming servers hopping, our web sites buzzing and our staff running all over town.

If forced to choose the most underrated program of the month, it would likely have to be the roll-out of the town's Climate Action Plan. A tightly programmed meeting, it does a lot to outline the initiatives being recommended to the town to become carbon neutral in the upcoming years. Also a favorite was the Annual Meeting of the Friends of the Needham Public Library, which features a progress report on the clean-up of the Charles River. In an era where we are constantly hearing about the increasing impact of climate change, it is good to hear what is being done, and learn about initiatives that are making a difference.

Until next month, enjoy the summer, beware the 'summer slump' and keep up with all the action on the Needham Channel and Needham Local!

Playback Accuracy (%)

99.74



Needham Channel Production Report June 2024

Social Media:

This Month's Top 10 Posts

Likes	Shares	Account	Content
204	33	Instagram	NHS Graduation Videos & Pics
93	4	NCS FB	Boys Lacrosse State Semis GW Goal Video
88	8	Instagram	Pollard Graduation Videos & Pics
80	23	Instagram	BLax vs. Winchester: Low Angle Goal Video
59	7	Instagram	NHS Graduation: Grads We Know Vids & Pics
55	3	Instagram	NHS Graduation Pic: We Saved You a Seat
51	3	Instagram	Boys Volleyball State Final: Pregame Video
45	4	Instagram	Boys Lacrosse Quarterfinal Highlights
43	1	Instagram	Boys Lacrosse State Semis GW Goal Video
43	1	Instagram	Boys Volleyball Quarterfinal Final Point Video

Follower Count

	Number	Change
YouTube	2,111	+50
Instagram	1,543	+24
X (The Needham Channel)	1,360	+8
X (Sports)	1,330	+5
X (News)	802	+3
Facebook (The Needham Channel)	799	—
Facebook (News)	689	+1
Facebook (Sports)	470	+3

This Month's Top 10 YouTube Videos

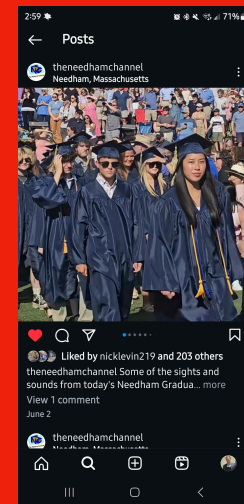
Views	Video	Posted
5,167	NCN: Sunita Williams Day 2023	5/30/23
2,102	NCN: An Egypt Affair & Love Don't Fade Away Premiere	5/8/23
1,582	Your World, Bringing it Home: Building a Clothesline	3/10/09
242	NCN: Illegal Hemp Products	6/28/24
192	A Brief History of Radio	11/14/13
165	NCN: Needham Introduces New Stormwater Utility Fee	5/27/24
153	NCN: Storytime with Drag Kings, Queens and Friends	9/9/21
151	NCN: Boys Volleyball State Championship Highlights, vs. Newton Co.	6/16/23
120	NCN: Needham High School Graduation 2024	6/6/24
76	NCN: Kindness Calendar	2/25/24

Total Views in June: 14,583

TRENDING THIS MONTH

NHS Graduation Ceremony Instagram June 2, 2024

Our live coverage of the Needham High School Graduation led to not only a huge amount of live streaming on needhamchannel.org, but also several social media posts. This particular post, from Instagram, received over 200 likes and a reach of nearly 2k! It included videos of the processional, pics of the ceremony, even a video of the cap toss at the end.



How Reliable Are Analytics? - archive.org may be having trouble with their statistics, while there was some movement on their weekly counts, a lot of videos did not show any views—leading to a yearly top 10 that was identical to last month. Even the weeklies were wonky as, despite a new video at number 3 and number 5, the remainder of our trending videos stayed the same—with the same number of views. Hmmm....suspicious. Hopefully, we will get some clarity on this soon!

Needham Channel Production Report
June 2024

Streaming Video and Needham Local:

Top 10 Views on needhamchannel.org & Roku

Views	Video	Posted
368	Needham Channel HD Channel	n/a
133	Independence Day Parade, 7/4/23	July 2023
108	Needham High School Graduation, 6/2/24	June 2024
50	Pollard Closing Ceremony, 6/12/24	June 2024
26	Needham High School Senior Awards Ceremony, 5/27/24	May 2024
22	Big Little Town - The Story of Needham (2012)	2018
21	Needham School Committee, 6/4/24	June 2024
20	Needham School Committee, 6/18/24	June 2024
19	Needham Planning Board, 6/4/24	June 2024
14 (tie)	Needham Select Board, 6/25/24	June 2024
14 (tie)	Boys Volleyball vs. Newton North, 5/14/24	May 2024
Total Views: 1,017		Total Viewers: 609
		New Viewers: 318

Top 10 Needham Local Stories

Views	Video	Posted
960	Events for June 2024	Updated weekly
848	Planning Board has Appetite for Restaurants	June 2024
540	Website Front Page: Headlines	Updated weekly
199	Welcome to Needham Local	n/a
198	Wins Advance Boys Volleyball, Lacrosse to State Finals	June 2024
195	Needham Graduates Turn the Tassel	June 2024
194	Rockets Complete Saturday Playoff Home Sweep	June 2024
192	Needham Advocate, Storyteller Named Commonwealth Heroine	June 2024
134	You-do-it Electronics to Close Wednesday	June 2024
120	Rockets Boys Lacrosse & Volleyball Keep Rolling in the Quarterfinals	June 2024
Total Views: 6,555		Total Users: 4,238

archive.org

Top 5

1. An Egypt Affair and Love Don't Fade Away Premiere (May 2023)
2. NCN: Little Shop of Horrors (June 2018)
3. Ask the Experts - Tanya Cherkerzian (June 2017)
4. The Language of Business - Cash Butler (November 2016)
5. NCN: National Eye Exam Month (August 2017)

Spotlight on....

Watch Time

Here are the top posts by Watch Time for the month of June:

1. Boys Lacrosse Low-Angle Goal, 6/4 (Instagram):
8 hours, 6 minutes, 5 seconds
2. Boys Lacrosse Qtr-final Highlights, 6/7 (Instagram):
6 hours, 22 minutes, 14 seconds
3. Boys Volleyball State Final Warmup Video, 6/13 (Instagram):
5 hours, 29 minutes, 28 seconds
4. Boys Volleyball Qtr-final Final Point, 6/7 (Instagram):
4 hour, 52 minutes, 30 seconds
5. Boys Quarterfinal Final Home Game Pregame Video, 6/7 (Instagram):
3 hour, 40 minutes, 18 seconds

Some of these posts made it to our Social Media Top 10, but not all of them! In fact, there were 5 receiving likes of over 30 that didn't make our Top 10 above. This list also doesn't include the most liked post of the month from NHS Graduation, which is a combo of pictures and videos.